



Breaking the Silence on Ovarian Cancer

2008 Annual Report National Ovarian Cancer Coalition (NOCC)

Our Mission

To raise awareness and promote education about ovarian cancer. The Coalition is committed to improving the survival rate and quality of life for women with ovarian cancer.

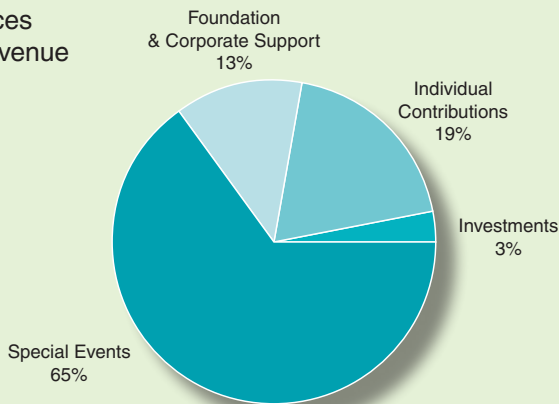
2008 FINANCIAL OVERVIEW

The National Ovarian Cancer Coalition's financial position remains steady, reaching \$3.1 million dollars in support and revenue for the period ending December 31, 2008. Our success results from the tireless efforts of our volunteers and the continued generosity of the public. Each contribution allows our organization to reach new heights in raising awareness and promoting education about ovarian cancer. In 2008, we designated 73% of the organization's funds towards ovarian cancer programs, 18% to fundraising, and 9% to management & general expenditures.

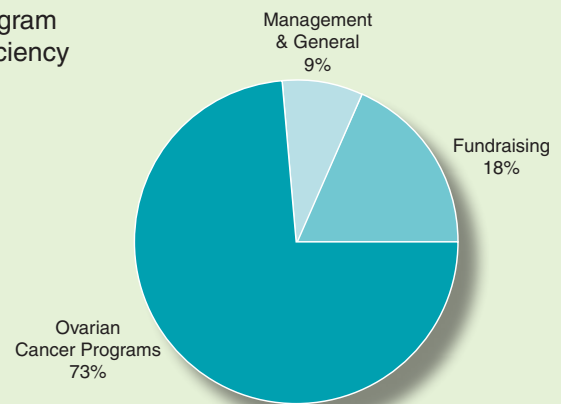
We are proud to note that for the third consecutive year the National Ovarian Cancer Coalition has earned the coveted 4 Star ranking of Charity Navigator, America's premier independent charity evaluator.

In 2008, your generous contributions enabled us to deliver on NOCC's mission. The information shown here quantifies the extraordinary impact you helped us make. We encourage you to invest in our vitally important work once again this year.

Sources of Revenue



Program Efficiency



AWARENESS

- 1** NOCC-branded Public Service Announcement increasing ovarian cancer awareness
- 1** Fox News-produced documentary on the journey of one ovarian cancer survivor
- 107** countries with users of www.ovarian.org
- 24,500** walkers/runners in 22 *Walk/Runs to Break the Silence* on Ovarian Cancer in major cities around the country

- 61,791** www.ovarian.org website visits due to use of search engine optimization and search engine marketing
- 5,274,036** impressions in major women's magazines for ovarian cancer awareness advertisement on the symptoms
- 17,917,955** impressions in major magazines and newspapers from ovarian cancer awareness and education articles



EDUCATION

- 74** sessions of volunteers teaching medical students about the sometimes subtle symptoms of ovarian cancer
- 3,585** calls to **1-888-OVARIAN** for ovarian cancer information, resources for survivors, request of brochures and literature, event information and to make donations
- 10,095** women and family members attending an NOCC presentation of *Ovarian Health... What Everyone Should Know!*
- 203,000** awareness and education symptom cards and bookmarks distributed to attendees at health fairs to make women aware of the sometimes subtle symptoms of ovarian cancer

ADVOCACY

- 5** NOCC chapters advocating for successful passage of the California Ovarian Cancer Research Fund
- 713** contacts with Congress to help effect a doubling of 2009 ovarian cancer research funds for the Department of Defense 2009 from \$10M to \$20M

SURVIVORS

- 7,200** survivors touched by chapters around the country in regular gatherings of support, education and information
- 12,543** *Quality of Life* brochures given to survivors to provide them with practical and straightforward information that helps during treatment and post-treatment
- 12,987** *Sexuality & Intimacy* brochures provided to survivors to help women overcome long-term side effects to their reproductive health of ovarian cancer treatment
- 21,345** Woman to Woman brochures given to survivors telling about ovarian cancer – symptoms, genetic risks, diagnostic tests, resources and important messages from survivors
- 24,450** *What Everyone Should Know About Ovarian Cancer* brochures given to survivors and families to help them understand ovarian cancer, its risks and its treatment

FUNDRAISING

- 1** Charity Navigator 4-Star rating
- 23,408** donations made to help NOCC deliver on the mission



Thank You to Our Volunteers

Last year, 2,789 passionate NOCC volunteers worked tirelessly to raise awareness and promote education of ovarian cancer as we sought to improve survival and the quality of survivors' lives. We are most grateful to our volunteers for your efforts each and every day to help make NOCC what it is...a valuable organization serving women and their families.